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FILE

MAY 31 1965

1965

fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MAY 28, 1965</u>			
Thursday May 27 7:15 A.M. Breakfast	ANNUAL FALL BREAKFAST SHOWS Breakfast at 7:15 A.M., showing at 8:00 A.M., May 27, 28, June 2, 3, 4, 7, 8, 9, 10, 11, 15, 16. Afternoon shows (4:30 P.M., refreshments), June 1 and 14 at 5:02 P.M. Contact: Milliken Breakfast Committee, OX.5-2885-6-7.	DEERING MILLIKEN, INC. (1045 SIXTH AVE.)	WALDORF-ASTORIA BALLROOM
Thursday May 27 9:30 A.M.	FUR-LINED COATS AND SUITS Showings 9:30, 11:30, 3:30, daily. Contact: LO. 5-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 27 10:00 A.M.; 2:00 P.M.	SHOWINGS: FALL-WINTER FUR FASHIONS "A.A."--Average American sized furs for women 5'5 and under, designed by Jack Zimmerman. Daily at 10:00 and 2:00, by appointment. Contact: Sam Mandelbaum or Arthur Ettinger, PE. 6-9316.	ZIMMERMAN SCHER, INC.	150 WEST 30TH STREET SHOWROOM - 17TH FLOOR
Thursday May 27 2:00 P.M. Champagne	PREVIEW OF FIRST COLLECTION Presentation of Fall suits and costumes, designed by Bill Giardiello for Fashion Elle. By invitation. Beginning June 1, daily showings, by appointment. Contact: LO. 3-0253.	FASHION ELLE (DIV.OF RUDY & MANN)	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 27 3:30 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. Continuous showings beginning Tues., June 1. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday May 27 3:30 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Designed by Frank Adams. By invitation. Commentator: Phyllis Youngheart. Continuous thereafter in showroom. Contact: LO. 4-1434.	JUNIOR ACCENT, INC. (498 SEVENTH AVENUE)	DELMONICO'S BALLROOM
Thursday May 27 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Fall ensembles, suits, and fur-lined coats, designed by Don LaVigna. By invitation. Beginning Wed., June 2, daily at 11:45 A.M. in showroom. Contact: Mac Levy or Murray Gross, LA. 4-5511.	GOLET ORIGINALS (225 WEST 37TH STREET)	500 CLUB 500 SEVENTH AVENUE

WEEK BEGINNING MONDAY, MAY 31, 1965

May 31	LEGAL HOLIDAY (Monday) celebrating Memorial Day (May 30).		
Tuesday June 1 11:00 A.M.	FALL FOUNDATION COLLECTION Market Weeks: <u>June 1</u> at 11:00 and 2:00; <u>June 2, 3</u> at 10:00 and 2:00; <u>June 4</u> at 10:00; <u>June 7, 8</u> at 9:30, 11:00, 2:00, 3:30; <u>June 9</u> at 9:30, 11:00, 2:00; <u>June 10</u> at 10:00, 2:00. Contact: Kay Keniry, MO. 1-1300.	WARNER SLIMWEAR- LINGERIE	90 PARK AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 1 11:00 A.M.	OPENING: FALL-WINTER FUR COLLECTION Boutique collection of elegant young furs for sport, daytime, and evening, designed by Marianne Spottiswoode. For press and buyers, by invitation. Thereafter, by appointment. Contact: Kathy McKeany, BU. 8-4804. Publicity: Jan Taylor, 219 East 69th St., TR. 9-8965.	MARIANNE SPOTTISWOODE FOR BARLAN FURS	33 EAST 68TH STREET SALON - 2ND FLOOR
Tuesday June 1 12:00 Noon	OPENING: FALL JUNIOR COLLECTION Also June 2, 3, 8, 9, 10 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 1 12:30 P.M. Luncheon	GRADUATION LUNCHEON David Yunich, President of Macy's New York, will address graduates and guests; awards to alumnae. Contact: Lorraine Helfont, TR. 9-4644. Publicity: Ed Watson at Constance Hope Associates, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 1 1:00 P.M.	OPENING OF FALL COLLECTION Also June 2, 8, 9, 15, 16 at 1:00 P.M. Contact: Ellen Roselle, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday June 1 1:00 P.M.	OPENING: FALL COLLECTION Fall collection, designed by Stanley Herman. Showings June 1 and 8 at 1:00 P.M. By reservation. Contact: Nancy Mahon, OX. 5-4760, Ext. 742.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 1 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of Fall coats June 1, 2, 8, 9, 15 at 2:00 P.M. By appointment. Contact: Miss Jaye, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 1 3:15 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Lawrence of London will present their Fall collection of couture rainwear. By invitation. Continuous daily thereafter. Contact: Rose Blasberg, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 1 4:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Helga will preview their Fall fashions. <u>Show at 4:30.</u> By invitation. Contact: Sally Wolfe, LE. 2-2070 or Walter Oppenheimer, CI. 7-2200.	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM BALLROOM
Tuesday June 1 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL 1965 Formal dinner and fashion showing of trend-setting styles for Fall 1965, in tribute to American designers, featuring costumes from the N.Y. Couture Group, in Du Pont fibers. Cocktails--6:30, Terrace Room; Dinner--7:30, Ballroom, followed by show. For retail executives, buyers, and press. By invitation only. Contact: <u>Trade--Joy Diamond, 971-4326; Press--Mabel Henderson, 971-4375</u>	DU PONT COMPANY	HOTEL PLAZA BALLROOM
Beginning Tuesday June 1	OPENING OF FALL JUNIOR COLLECTION Continuous showings of daytime and late-day junior cocktail and evening fashions, designed by Frances Prisco. Contact: LO. 4-9311.	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S-GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 1	OPENING OF FALL COLLECTIONS Daily informal showings of Fall collections, designed by Theo Hyingstrom. Contact: Nancy Mahon, OX. 5-4760, Ext. 742.	MR. MORT BOUTIQUE; MR. MORT PETITE JUNIOR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL DRESS COLLECTION Daily informal showings of "Round the Clock" Fall dresses. By appointment. Contact: OX. 5-5730.	ABBOTT EAST	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Tuesday June 1	FALL IMPORT READY- TO-WEAR COLLECTION Fontana's Fall import ready-to-wear collection at daily informal showings. By reservation. Contact: Joan Franges, PL. 3-7244.	FONTANA OF ROME	HOTEL PLAZA SUITE 336-338
Beginning Tuesday June 1	OPENING: FALL KNITWEAR COLLECTION Continuous daily showings of Fall knitted dresses, suits, and ensembles. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL COLLECTIONS Debshire dresses and costumes; Devonbrook coats and suits--designed by John Anthony. Contact: PE. 6-4580.	DEBSHIRE; DEVONBROOK	1400 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION Continuous daily showings of Fall coats. Contact: Alan Baron, PE.6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Tuesday June 1	OPENING: FALL JEWELRY COLLECTION Continuous showings of Kramer jewelry and Amourelle couture jewelry for Fall. Publicity: Phyllis Wells, MU. 3-4840.	KRAMER JEWELRY CREATIONS, INC.	389 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday June 1	OPENING OF FALL JEWELRY COLLECTION Continuous showings of cultured pearl necklaces, gold, pearl, and gem stone jewelry, and unusual gold-filled collection. (Luncheon from 10:00 A.M. to 5:30 P.M.) Publicity: Ethel Aaron, HA. 1-5422.	IMPERIAL PEARL SYNDICATE	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Daily informal showings of shirts, pants, and sportswear. Publicity: Mary Lee Thune, 765-1250.	LADY MANHATTAN	1407 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Tuesday June 1	OPENING: FALL JUNIOR SPORTSWEAR FASHIONS Continuous daily showings of "Kickoff '65" junior sportswear coordinates. Contact: Herb Blatt, WI. 7-5388.	TEAM-TIME, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Tuesday June 1- June 12	PREVIEW: LONDON FASHIONS IN NEW YORK Fall suits, sportswear, ensembles, daytime to evening dresses; and "Sugar & Spice" collection. Contact: Frederick Starke, TE. 8-8000.	FREDERICK STARKE, LTD. (31 BRUTON ST., LONDON)	HOTEL PIERRE
June 2	ABRAHAM & STRAUS RELEASE--Fall-Winter bridal fashions. (No Press Show)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 1- June 16	FALL LINGERIE AND UNDERFASHIONS Market Weeks: Daily at 10:00, 11:30, 2:30. Contact:	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR Jane Patrick, MU. 9-4200.
Beginning Tuesday June 1- June 18 Coffee	OPENING OF FALL BOUTIQUE COLLECTION Daily informal showings at open house of Fall boutique evening, at-home separates, and loungewear of Scalamandre cut-velvet; tapestry, needlepoint, French and Italian brocades. Contact: Butterfly Wu, OR. 9-4357.	COUNTESS MARIKA	143 MADISON AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 2 8:15 A.M. Breakfast	TEEN-AGE FASHION SHOW AT BREAKFAST "The Fashion Pack"--Annual fashion show preview for Fall, featuring young junior fashions from Ingenue's August editorials. Show at 8:45 A.M. By reservation. Tickets: \$5.00. Contact: Vee Rafdal, YU. 6-6300.	INGENUE MAGAZINE	N.Y. HILTON HOTEL TERRACE BALLROOM
Wednesday June 2 9:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Presentation of "Christie Creations" fur collection for Fall-Winter. By invitation. Trade showings beginning Mon., June 7, daily at 10:00 A.M. and 2:00 P.M. Contact: Harry Feldman, PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 2 9:30 A.M.	SHOWING OF FALL LINGERIE COLLECTION "The Looking Glass Collection"--lingerie and foundation fashions: June 2, 3, 4 at 9:30 and 2:30; June 7-18 at 9:30, 10:30, 2:30, 3:30. Contact: Dorothy Tivis, JU. 2-6767. Publ.: Ruth Hammer Assoc., EL. 5-7872.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 2 9:30 A.M.	PRESS PREVIEW: FALL COLLECTION Also June 8, 10, 15, 17, 23 at 9:30. By reservation. Contact: WI. 7-4551.	TIFFEAU & BUSCH	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday June 2 10:00 A.M.	OPENING: FALL COATS AND SUITS Jack Sarnoff's Fall coat and suit collection, designed by Molly. Also, June 8, 9, 10, 15, 17 at 10:00 A.M., by reservation. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Wednesday June 2 10:30 A.M.; 11:15 A.M.	OPENING OF FALL COLLECTIONS Showings: Leonard Arkin, June 2, 7, 14 at 10:30. Andrew Arkin, June 2, 7, 14 at 11:15. Contact: Judith Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 2 10:30 A.M.	OPENING: FALL COLLECTION Also June 3, 8, 10, 16 at 10:30. By reservation. Contact: IO. 4-2155.	TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 2 11:00 A.M.	OPENING OF FALL COLLECTION Fall collection, designed by Anthony Muto. Showings June 2 and 9 at 11:00. By reservation. Contact: Peter Kallish, IO. 5-2626.	ARKAY, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 2 11:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Opening of Fall collection, "Chapter II"--suits, coats, costumes, dresses, designed by David Kidd. Also June 7, 9, 14, 16 at 11:30. Contact: Virginia Yost, IA. 4-3404. Publicity: Eleanor Lambert, MU. 8-2130.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2 12:00 Noon	PREVIEW OF FALL COLLECTION Fall collection of sportswear, dresses, at-home fashions, designed by Sylvia de Gay. <u>Show at 12:00 Noon, followed by luncheon at 1:00.</u> For press and buyers, by invitation. Continuous daily thereafter at showroom, 498 Seventh Avenue, 7th floor. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	ST. REGIS HOTEL ROOF
Wednesday June 2 12:30 P.M. Luncheon	SHOWING "SUNCLOTHES" AT LUNCHEON "Sunclothes by Cabana"--available at Bonwit Teller and Lord & Taylor. Barbetta Publicity: Ellen Perl, TE.2-8212. Reservations (\$4.50):CI.6-9171.	CABANA BEACHWEAR, INC. (1410 BROADWAY)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday June 2 1:00 P.M.	FALL DRESSES AND SEPARATES Designed by Dorothy Cox. Also June 9 at 1:00. Contact: CH. 4-6350.	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday June 2 2:15 P.M.	OPENING OF FALL COLLECTION Fall collection, designed by Ferdinand Bosc, June 2, 7, 8, 9, 14, 16, 22 at 2:15 P.M. By appointment. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday June 2 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Fall, Winter, Holiday, and Cruise 1965 fashions. By invitation. Buyers' showings, June 3-11, at Gus Tassell's showroom, 64 East 55th St., By appointment. Contact: PL. 5-2872.	KEN SCOTT OF MILANO	FLEMING-JOFFE SHOWROOM 401 PARK AVE.SO.(28ST.)
Wednesday June 2 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Gerard Pipart of Nina Ricci, Paris. By invitation. Thereafter June 7, 9, 14, 16, 23 at 10:30. By reservation. Contact: Marta Schreiber, LA. 4-9350. Publicity: Leslie Cunningham, TE. 8-0554.	NINA RICCI- NEW YORK	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 2 4:00 P.M. Cocktails	THIRTIETH ANNUAL COLLEGE CLINIC Back-to-college fashions from August 1965 issue. Merchandise exhibit and cocktails at 4:00. <u>Show at 5:00.</u> Tickets: \$15.00, by invitation. Contact: Lenore Benson, Merchandising Editor, MU. 9-5900, Ext. 653.	MADemoisELLE MAGAZINE (420 LEXINGTON AVENUE)	HOTEL ASTOR BALLROOM
Wednesday June 2 4:00 P.M.	JUNIOR COLLECTION FOR FALL Designed by Betty Carol. Also June 3 at 4:00. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 2 9:30 P.M.	GLAMOUR'S "YOUTH QUAKE" Party in honor of "Ten Best Dressed College Girls." Price: \$15.00 per person, for benefit of The Exodus Fund, Inc. By invitation. Contact: Carol Kobak, MU. 9-5900, Ext. 469.	GLAMOUR MAGAZINE	ROSELAND 239 WEST 52ND STREET
Beginning Wednesday June 2	OPENING: FUR FASHIONS BY MR. FRED "Elegant Fun Furs"--including a special collection of active ski fur parkas. Daily from 9:30 A.M. to 4:30 P.M. Contact: Albert Gompertz, PE. 6-8516 or Lisa Curtis, MU. 4-7444.	FUR & SPORT, INC.	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday June 2	OPENING: FALL-WINTER FUR COLLECTION Continuous daily showings. By appointment. Contact: AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Wednesday June 2	OPENING OF FALL COLLECTIONS Daily informal showings of Fall dresses, costumes, gowns; also a group of dresses and costumes made in imported knits. Contact: LO. 5-6900.	JONNY HERBERT, INC.; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Wednesday June 2	PREVIEW OF FALL- WINTER FUR COLLECTION Daily showings of "Cortesa" fur collection for Fall and Winter. By appointment. Contact: PE. 6-7477. Publicity: Miss Maureen, MU. 2-6881.	BARNETT-WEITZNER- STESSEL CORP.	345 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday June 3 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Press preview of Fall bridal fashions. By invitation. (For Release, Mon., June 7.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	3RD FLOOR BRIDAL SHOP
Thursday June 3 10:00 A.M.	OPENING: FALL COATS AND SUITS Showings June 3, 8, 10, 15, 17, 22 at 10:00 A.M. By reservation. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 3 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION "Round the World in Fur"--by H.B.A. By invitation. Thereafter daily at 10:30 and 2:30, by appointment. Contact: Lillian Shockley, LA. 4-0105.	H.B.A. FUR CORP. (STYLED BY DAVID DANA)	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday June 3 10:00 A.M.	OPENING OF FALL COLLECTION Also June 8, 9 at 10:00. By appointment. Contact: CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 3 11:30 A.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Thereafter June 11, 16, 18, 22 at 10:30. By reservation. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Thursday June 3 1:15 P.M.	PREVIEW OF FALL COLLECTION Fall collection of dresses, costumes, gowns, designed by Miss Gina. By invitation. Thereafter June 8, 10, 15, by reservation. Contact: Larry Farragut, LO. 5-2727. Publicity: Margaret Hodge, LT. 1-3260.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday June 3 1:15 P.M.	OPENING OF FALL COLLECTION Also, June 7, 10, 14 at 1:15. By reservation. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday June 3 2:30 P.M.	PRESS PREVIEW: "FUN FURS FOR '65" Quality Furs will preview "Fur Furs for '65." By invitation. Thereafter, daily at 10:30 and 2:30, by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS (MANOS & BLOCK)	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 3 3:00 P.M.	OPENING OF FALL COLLECTION Fall collection of dresses, costumes, and evening fashions. By reservation. Continuous daily thereafter. Contact: LO. 4-5715.	LEE RICHARD FASHIONS	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday June 3 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter, June 8, 9, 15, 16, 22, 23 at 12:00 Noon. By reservation. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday June 3 4:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. Show promptly at 5:00 P.M. For retail stores, by invitation. Tickets: \$10.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE	WALDORF-ASTORIA BALLROOM
Thursday June 3 5:15 P.M.	PRESS PREVIEW OF FALL COLLECTION Showings followed by cocktails--For buyers, June 7 at 4:45 P.M. June 10 at 12:00 Noon (luncheon). By invitation. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752. Contact: LA. 4-7094.	CATHERINE SCOTT, LTD.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Thursday June 3	OPENING OF FALL COLLECTION Daily informal showings of country wear, and late-day clothes, designed by Greta Plattr for Alfred George. By appointment. Contact: Jerry Blomberg, OX. 5-1297.	GRETA PLATTRY FOR ALFRED GEORGE	1410 BROADWAY SHOWROOM - 30TH FLOOR
June 4	MACY'S RELEASE DATE--Fall bridal fashions. (No Press Show)		
Friday June 4 9:00 A.M. Breakfast	PRESS PREVIEW: NEW FACIAL SALON Georgette Klinger will invite beauty editors to preview her newly-decorated, enlarged salon. New products and techniques for facial treatment, presenting a model with problem skin, half of which has been treated. By invitation. Publicity: Jan Struber, 753-9396.	GEORGETTE KLINGER	501 MADISON AVENUE SALON - SUITE 305
Friday June 4 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTIONS Feder Fashions will present the highlights of couture knitwear by Tricosa of Paris; also Hardy Amies (London) ready-to-wear collection. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 19TH FLOOR
Friday June 4 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Carl Bernstein & Son will present their "Silver Anniversary" Fall and Winter fur collection. By invitation. Showing daily thereafter, by appointment. Contact: PE. 6-0546.	CARL BERNSTEIN & SON	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 4 10:30 A.M.	PREVIEW OF FALL DRESS COLLECTION For press and buyers, by invitation. (Note Change Of Time And Date.) Thereafter June 8 and 10 at 11:30. By reservation. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 4 11:00 A.M.	OPENING: FALL COLLECTION Also June 7 at 4:00 P.M.; June 9 and 14 at 11:00 A.M. By reservation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 4 11:30 A.M.	PREVIEW OF FALL COLLECTION Fall cocktail and evening fashions, designed by George Nardiello. By invitation. Thereafter June 8, 9, 10, 15, 16, 17 at 9:30. By reservation. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday June 4 12:00 Noon Luncheon	FASHION SHOWING OF "CHEM-STITCH" PROCESS Hicks & Otis will present a special collection of fashions, featuring a new process "Chem-stitch," fabric sculpture through chemistry. For trade, press, and buyers, by invitation. Contact: Miss Triolo, LO. 4-9012. Publicity: Margaret Hodge, 110 West 51st Street, LT. 1-3260.	HICKS & OTIS, INC. (350 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Friday June 4 1:15 P.M.	OPENING OF FALL COLLECTION "That Couture Look"—A. Fetterman's Fall collection, designed by Tarquin. Second showing Fri., June 11 at 1:15. Continuous on other days. Coordinator: Louise McGann. Commentator: Edith Berke. Contact: Bill Levin, OX. 5-3091.	A. FETTERMAN, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday June 4 2:30 P.M.	PREVIEW: FALL COLLECTION Fall collection, designed by Ole Borden. For press and buyers, by invitation. Thereafter June 8, 9, 10, 15, 16 at 2:30, by reservation. Contact: Seymour Nemeroff, IO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Saturday June 5 10:30 A.M.	PREVIEW: FALL FASHIONS-- DAY IN THE COUNTRY County Calicos have invited buyers to spend a day in the country, at their "workshop-barn" in Brookfield, Conn. Preview of Fall collection designed by Claire Smith Golden. Buses from Hotel Americana at 10:30 A.M., returning late in the afternoon. By invitation. Thereafter continuous daily in showroom, 21st floor. Contact: Nick Baker, 594-3551.	COUNTY CALICOS (1407 BROADWAY)	BROOKFIELD CENTER CONNECTICUT
Sunday June 6 3:30 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Preview of Travilla's Fall fashions. Showing at 4:00 P.M. By invitation. Thereafter daily showings in private suite, by appointment. Contact: William Sarris, OL. 2-0723(L.A.); PL. 9-3000(N.Y.).	TRAVILLA	HOTEL PLAZA BAROQUE SUITE
June 7	BLOOMINGDALE'S RELEASE--Bridal fashions. (Preview, June 3--See Pg. 6)		
Monday June 7 9:30 A.M.	OPENING OF FALL COLLECTION Also June 10, 15 at 9:30. By reservation. Contact: Norine Burke, PE.6-5475.	ROBERT STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday June 7 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Revillon's couture fur collection for Fall and Winter. By invitation. Thereafter by appointment. Contact: Bill Paige, JU. 2-7430.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 7 12:00 Noon	OPENING OF FALL COLLECTION Showings at 12:00 Noon, June 7, 9, 15, 17, 21. By reservation. Contact: Mary Jean Rainnie, 565-2827.	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday June 7 12:00 Noon Luncheon	OPENING OF FALL COLLECTION "Trip To The Moon"--Fall collection, for press and buyers, by invitation. (Special buses, 550 Seventh Avenue at 11:30 A.M.--and return.) Thereafter, June 10, 14, 16 at 12:00 Noon in showroom, by reservation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ COUTURE (550 SEVENTH AVENUE)	PHILHARMONIC HALL LINCOLN CENTER
Monday June 7 12:00 Noon Luncheon	PREMIERE: FALL- WINTER FUR FASHIONS By invitation. (Special buses, 333 Seventh Avenue at 11:30 A.M.--and return.) Thereafter at showroom, by appointment. Contact: Bill Goldberg, BR. 9-4737. Publicity: Ken Williams, WI. 7-4471.	ESTEVEZ FURS FOR RADLEY(333 SEVENTH AVE.)	PHILHARMONIC HALL LINCOLN CENTER
Monday June 7 1:15 P.M.	OPENING OF FALL COLLECTION Also June 14, 16 at 1:15. By reservation. Contact: Florence Norrito, LO. 5-6123.	YOUNG AMERICA BY CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 9, 10, 15, 16, 17, 22, 24 at 2:30. Contact: FE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 11 at 2:30 P.M. By reservation. Contact: CH. 4-1872.	YOUNG ELEGANTE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
June 7	PRESS SHOWING--MAURICE RENTNER'S FALL COLLECTION AT 3:00 (Opening, June 8)		
Monday June 7 4:00 P.M.	PREVIEW OF FALL COLLECTION Designed by Bob Bugnard. By invitation. Thereafter daily at showroom, by appointment. Contact: Sylvan Fox or Miss Joy, PE. 6-2663.	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Monday June 7 4:15 P.M. Cocktails	FUR COLLECTION BY BETTY YOKOVA Press preview of Betty Yokova's high-fashion collection, designed for Neustadter. <u>Buyers: Tues., June 8 at 10:00.</u> Both shows, by invitation. Thereafter daily at 10:00 and 2:00, by appointment. Contact: Mary Kelley, CI. 7-5213; or Harvey Neustadter, LA. 4-3365.	NEUSTADTER FURS	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 7 4:30 P.M. Cocktails	PREVIEW OF FALL- WINTER FUR FASHIONS Furs designed by Donald Brooks for Coopchik-Forrest. Commentator: Carol Knox. By invitation. Contact: LO. 4-4726.	COOPCHIK-FORREST (333 SEVENTH AVENUE)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Monday June 7 5:00 P.M.- 8:00 P.M.	THIRTIETH ANNIVERSARY COCKTAIL PARTY Mademoiselle will celebrate its thirtieth anniversary at a cocktail party, to meet the 1965 Guest Editors, in the Grand Promenade of the N.Y. State Theatre. By invitation only. Contact: Shelagh Moore, MU. 9-5900, Ext. 615.	MADemoisELLE MAGAZINE	N.Y. STATE THEATRE LINCOLN CENTER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 7 5:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Fall-Holiday collection June 7, 8 at 5:00 P.M. Continuous daily thereafter. Contact: Ruth Winslow, LO. 3-3035.	ROYAL LYNNE, LTD.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 7 5:00 P.M. Cocktails	OPENING: FIRST FALL COLLECTION August de Lorenzo will present his first Fall collection June 7, 10, 15 at 5:00 P.M. By appointment. Contact: Helen Presser, BR. 9-7850.	AUGUST de LORENZO, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday June 7 6:30 P.M.	SEMI-ANNUAL SEMINAR FOR MEMBER STORES By reservation. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714.	MERCHANDISING MOTIVATION INC. (39 W. 55TH STREET)	500 CLUB 500 SEVENTH AVENUE
Beginning Monday June 7	OPENING: FALL SUIT COLLECTION Daily showings. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	M.S. COUTURE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday June 7	OPENING: FALL COLLECTIONS Continuous daily showings of scarves and blouses by Vera, at new showroom. Contact: Elaine Gold, AL. 5-6464. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA; BLOUSES BY VERA	417 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday June 7	OPENING: YOUNG MISSES FALL COLLECTION Continuous showings of Vi Feigin's young misses daytime, and late-day dresses, sizes 6 to 16. Contact: Miss Coila, LA. 4-8046.	VI FEIGIN, INC.	491 SEVENTH AVENUE SHOWROOM - 12A
Beginning Monday June 7	OPENING OF FALL COLLECTION Designed by Silvano of Rome. Daily informal showings. Contact: LO. 3-1534.	HEISER, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday June 7	OPENING OF FALL JEWELRY COLLECTION Trifari's Fall jewelry collection. By appointment. Contact: Morris Head, OR. 9-0220. Publicity: Dorothy Lansing Hess, RE. 7-3347.	TRIFARI, KRUSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday June 7	OPENING OF FALL COLLECTIONS Daily informal showings. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	MORT SCHRADER; STEPHAN LTD.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday June 7	OPENING OF FALL COLLECTION Continuous daily showings of Fall dresses and costumes, designed by Lee Shapiro. Contact: LO. 5-1025.	RONA DRESS COMPANY	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday June 7- June 14	LINGERIE AND LOUNGEWEAR Market Weeks: "The Look of Kayser Lingerie"--Fall-Winter lingerie, inti- mate coordinates, and loungewear, daily at 10:30 and 2:30. Contact: Rosemarie Fay, MU. 3-7020.	KAYSER-ROTH LINGERIE	425 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 7- June 18	FALL FASHIONS FROM SEPTEMBER ISSUE Featuring "What-to-Wear with What"--merchandise and informal presentations, 10:00 A.M.-5:00 P.M., by appointment. Contact: Joan Alforno, MU. 9-5900.	GLAMOUR	420 LEXINGTON AVENUE CONFERENCE RM. - 19 FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 7- June 25	FASHIONS FROM AUGUST- SEPTEMBER ISSUES Fashions and accessories. For store and buying office executives only, by appointment. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	320 PARK AVENUE SHOWROOM - 8TH FLOOR
Tuesday June 8 9:30 A.M.	PREVIEW OF FALL COLLECTION Helena Barbieri's cocktail and evening fashions. By invitation. Also, June 10, 15, 17 at 9:30. By reservation. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday June 8 10:00 A.M.	FALL COAT AND SUIT COLLECTION Also, June 10, 15, 17, 23 at 10:00. By reservation. Contact: LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 8 10:00 A.M.	OPENING: FALL COLLECTION Showings at 10:00 A.M., June 8, 9, 10, 15, 16, 17. Second group only on June 9 and 16. By reservation. Contact: Jeffrey Simpson, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 8 10:30 A.M.	OPENING OF FALL COLLECTION Also June 9, 11, 15, 17, 22, 24 at 10:30. By reservation. Contact: Sam Cohen, LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 8 10:30 A.M.	OPENING: FALL COLLECTION Also June 10, 15, 17 at 10:30. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 8 11:30 A.M.	OPENING: FALL COATS AND SUITS Also June 10, 15, 17, 22 at 11:30. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday June 8 11:35 A.M.	PREVIEW: "ELEGANCE OF FURS GOING YOUNG" Preview of the "Elegance of Furs Going Young," by the house of "Black Diamond" mink, Tuesday, June 8 at 11:35. Continuous daily thereafter from 10:00 A.M. By appointment only. Contact: PE. 6-5573.	OLIVER GINTEL, INC.	333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 8 12:00 Noon	OPENING: FALL COLLECTION Showings June 8 and 15 at 12:00 Noon. By appointment. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday June 8 12:00 Noon	OPENING OF FALL COLLECTION Fall collection, designed by Dominic, June 8, 10, 15 at 12:00 Noon. By reservation. Contact: Arthur Englander, BR. 9-1195.	MATTY TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 8 12:00 Noon	PREMIERE SHOWING: FALL COLLECTION Miss Estevez will premiere their new Fall collection June 8, 15, 17 at 12:00 Noon. By reservation. Contact: Phyllis Friend, LO. 4-6337.	MISS ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 8 12:00 Noon	OPENING OF FALL COLLECTION Fall collection, designed by Don Breitinger. By invitation. Thereafter June 10, 16, 22 at 12:00 Noon. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

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Tuesday June 8 1:00 P.M.	OPENING OF FALL COLLECTION Showings June 8, 9, 10, 14, 15, 16, 21, 22 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 8 1:00 P.M.	OPENING: FALL COLLECTION Showings June 8, 9, 15, 16, 22 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday June 8 1:00 P.M.	FALL COCKTAIL AND EVENING FASHIONS Showings June 8 and 15 at 1:00. By reservation. Contact: Sylvia Greer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 8 1:15 P.M.	OPENING OF FALL COLLECTION Fall couture collection by Oleg Cassini June 8, 10, 15, 17, 22 at 1:15. By reservation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 8 2:00 P.M.	OPENING: FALL COLLECTION Also June 9, 10, 15, 16 at 2:00. Contact: Bob Kallish, LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 8 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "l'Esprit de Jeunesse"--preview for the press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing Wed., June 9 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Ave., TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showings June 8, 9, 10, 15, 16, 17, 22, 24 at 2:30 P.M. (Press Show Mon., June 7 at 3:00 P.M.) By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Designed by Peggy Thayer. Thereafter, June 9, 15, 16 at 2:30 P.M. By reservation. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 8 4:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview for the press of Fall-Winter fur fashions. By invitation. There- after at 10:30 and 2:30, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Tuesday June 8 4:00 P.M.	OPENING: FALL COLLECTION Also June 16 at 2:30 P.M. By appointment. Contact: CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 8 4:00 P.M.	OPENING: FALL COLLECTION Also June 9, 10, 14, 15, 16 at 4:00. By appointment. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 8 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Dresses, suits, blouses, coordinates, and sweaters. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752. By invitation. Contact: OX. 5-4270. Publicity: Sara Pennoyer, MU. 2-6480.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 8 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter, by appointment. Contact: Mr. de Marinis, JU. 2-1747.	ROSSINO-ANGELA, LTD.	30 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday June 8 6:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION By invitation. Thereafter June 9, 10, 15 at 3:00 P.M. By reservation. Contact: Shirley Ornstein, LO. 4-9115. Publicity: Eleanor Lambert, MU. 8-2130.	ANNE FOGARTY, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday June 8	OPENING: FALL COLLECTION Couture coordinates, two-piece dresses, suits, three-piece costumes, designed by Ben Rodia. Contact: Helen Rubin, LO. 4-1390.	MAGDA COUTURE COORDINATES, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday June 8	OPENING: FALL COLLECTION Daily informal showings, by appointment. Contact: PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
Beginning Tuesday June 8	OPENING OF FALL JUNIOR COLLECTION Daily informal showings of junior dresses and ensembles, designed by Murray Neiman. Contact: Dottie Marshall, 594-2550.	GUY D.	1375 BROADWAY SHOWROOM - 15TH FLOOR
June 9	OHRBACH'S RELEASE--Gifts-East and West. (No Press Show)		
Wednesday June 9 10:30 A.M.; 2:00 P.M.	PRESS PREVIEW: FALL COLLECTION Fall collection, designed by Shannon Rodgers for Jerry Silverman. By in- vitation. Continuous thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday June 9 10:30 A.M.	PRESS PREVIEW: FALL- WINTER BRIDAL FASHIONS By invitation. (For Release, Mon., June 14.) Customer showing, Mon., June 14 at 6:30, St. George Hotel, Ballroom. By ticket only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR BRIDAL SALON
Wednesday June 9 12:00 Noon	OPENING OF FALL COLLECTION Also June 10 and 15 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 9 1:00 P.M.	OPENING: FALL COLLECTION Also June 10, 11, 16, 17, 22, 23 at 1:00. By reservation. Contact: PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday June 9 2:30 P.M.	OPENING: FALL COLLECTION Fall collection at 2:30, June 9, 15, 23 at 2:30 P.M. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 9 2:30 P.M.	OPENING: FALL COLLECTION Also June 10, 15, 16, 17 at 2:30. By reservation.	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Contact: CH. 4-1872.
Wednesday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Donald Brooks will present his Fall collection June 9, 10, 15, 17 at 4:00 P.M. By reservation. Contact: WI. 7-8235.	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday June 9 4:00 P.M.	OPENING: FALL COLLECTION Fall fashions, designed by Elinor Simmons and Gabrielle Andree, June 9, 15, 17 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday June 9 5:00 P.M.	PREVIEW OF FALL COLLECTION Fall collection, designed by Kasper. By invitation. Continuous daily thereafter. Contact: LW. 4-9000.	KASPER FOR JOAN LESLIE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 9 5:00 P.M. Cocktails	LINGERIE PRESENTATION Two showings of a new concept in lingerie merchandising at 5:45 and 6:45. By invitation. Contact: Anita Loew, 556-5617.	BEAU SURE	GALLERY OF MODERN ART 2 COLUMBUS CIRCLE
Wednesday June 9 5:00 P.M.- 7:00 P.M. Cocktails	FIFTH ANNUAL SHOE DESIGNER AWARDS Fashion show in new wide screen color film. Shoe Awards to six women's designers, two men's designers, two designers of industrial and sports shoes, three children's designers, three handbag designers. Fashion Show Coordinator and Commentator: Billie Gould. By invitation. Contact: MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	N.Y. HILTON HOTEL TRIANON BALLROOM
Wednesday June 9 9:00 P.M.	PREVIEW OF FALL FASHIONS For press and buyers, by invitation.(Black Tie) Also, June 15 and 17 at 4:00 P.M. By reservation. Contact: Helen Borger, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
Thursday June 10 10:30 A.M.	OPENING: FALL-WINTER FUR COLLECTION Wholesale fur collection for Fall-Winter. By invitation. Contact: BR. 9-0633.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Thursday June 10 11:30 A.M.	OPENING: FALL COLLECTION Fall collection, designed by Dorothy Farbo, June 10, 15, 17 at 11:30 A.M. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 10 12:00 Noon	OPENING OF FALL COLLECTION Showings June 10 at 12:00 Noon and 5:00 P.M.; June 11, 14, 15, 17, 21 at 12:00 Noon. By appointment. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday June 10 12:00 Noon Luncheon	NATIONAL FASHION BOARD AWARDS Introduction of twelve finalists in the Bobbie Brooks National Fashion Board scholarship contest; also preview of new marketing program, and film. Contact: Bobbie Brooks, 3830 Kelley Ave., Cleveland, Ohio.	BOBBIE BROOKS	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 10 12:00 Noon	OPENING: FALL COLLECTION By reservation. Continuous daily showings thereafter.	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR Contact: WI. 7-0152.
Thursday June 10 1:00 P.M.	OPENING OF FALL COLLECTION Daytime, cocktail, and evening fashions: June 10 (luncheon), 15, 17, 24 at 1:00 P.M. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 10 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 16 and 22 at 2:30. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday June 10 2:30 P.M.	OPENING OF FALL COLLECTION Showings June 10, 11, 15, 17, 22 at 2:30; June 24 at 10:30. By reservation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 10 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Oscar de la Renta for Jane Derby. By invitation. Thereafter June 11, 15, 17, 22, 24 at 10:30. By reservation. Contact: Mabel Glemby, LA. 4-9350.	OSCAR DE LA RENTA FOR JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 10 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Fall collection, designed by Miguel Dorian, June 10 and 15 at 4:00 P.M. Continuous daily thereafter. Contact: Valerie Ward, LW. 4-2717.	MOE NATHAN, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday June 10 4:00 P.M. Champagne	PREVIEW OF FALL COLLECTION "International" Fall collection--complete look in dresses, suits, coats, and hats. By invitation. Contact: WI. 7-5335.	MADemoiselle ARLETTE (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday June 10; June 14 5:30 P.M. Cocktails	PREMIERE SHOWINGS: COUTURE FASHIONS Debut of Fall couture dresses and costumes, designed by Chuck Silvers, at two showings June 10 and June 14 at 5:30. Both shows by invitation. Contact: 989-7937. Publicity: Virginia Dickson, PL. 5-1109.	CHUCK SILVERS, INC. (801 SIXTH AVENUE)	ARTHUR'S 154 EAST 54TH STREET
Thursday June 10 6:00 P.M. Cocktails- Dinner	ANNUAL FASHION SHOW AND DINNER Complete Fall fashion forecast of styles from Butterick, McCall's, Simp- licity, and Vogue Patterns. Dinner--7:00 P.M. Show--8:30 P.M. Dinner: \$12.50. Contact: Sandy Geist, LO. 4-1300; or Polly Guerin, MU. 6-7788.	WOMEN'S FASHION FABRICS ASSOCIATION	HOTEL PLAZA BAROQUE SUITE
Friday June 11 9:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTIONS Preview for the press of Fall-Winter fur collections by Christian Dior Furs of Paris and Laurence H. Kaye. By invitation. Thereafter at 10:30 and 2:30, by appointment. Contact: Rose Ciacchi, OX. 5-8340.	CHRISTIAN DIOR FURS; LAURENCE H. KAYE	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday June 11 11:45 A.M. Luncheon	FALL DAYTIME, COCKTAIL EVENING FASHIONS Designed by Morty Sussman. Thereafter, June 15, 16 at 11:45. Contact: PE. 6-1351. Publicity: Rea Lubar, EN. 2-3510. (All shows by reservation).	JOBBERE, INC.	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 14 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Showing for buyers at 6:00 P.M. daily through June 25. By reservation. Contact: PL. 5-2872.	GUSTAVE TASSELL	64 EAST 55TH STREET SHOWROOM - 3RD FLOOR
Monday June 14 11:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press, June 14 at 11:30. For buyers, June 14 at 3:00 and June 15 at 11:00. All showings, by invitation. Contact: Faye Berke, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 14 4:00 P.M. Cocktails	COCKTAIL PARTY AND FASHION SHOW Cocktail party and Glissando fashion show, presented by DuBarry and the editors of "Harper's Bazaar." By invitation. Contact: 757-4200.	DuBARRY (680 FIFTH AVENUE)	PINNACLE CLUB 150 EAST 42ND STREET
Tuesday June 15 5:30 P.M.- 7:30 P.M.	ANNUAL "BLACK & WHITE" PARTY Black & White Scotch and "Harper's Bazaar" will invite buyers to a cocktail party. By invitation. Contact: PL. 1-2100, Ext. 360.	FLEISCHMANN DISTILLING CORP.	ESSEX HOUSE COLONNADES ROOM
Wednesday June 16 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Fall collection, by invitation. Thereafter daily, by appointment. Contact: PL. 5-2494. Publicity: Eleanor Lambert, MU. 8-2130.	STAVROPOULOS (45 WEST 57TH STREET)	HOTEL REGENCY BALLROOM
Wednesday June 16 6:00 P.M.	SHOWING FALL BRIDAL FASHIONS Fall bridal fashions at preview for press and invited customers. By invitation. (For Release, June 16.) Publ: Carolyn Saks, EL 5-6800.	BONWIT TELLER	3RD FLOOR GUNTHER JAECKEL BLDG.
Thursday June 17 5:00 P.M.- 7:00 P.M. Cocktails	SWEDISH FASHION SHOW IN U.S. Her Royal Highness, Princess Christina of Sweden (a former Radcliffe student) will be the guest of honor on her return visit to the United States. Presentation of active and passive sportswear from Countess Von Eckermann, (T.W. Murphy); Katja of Sweden (R. Kauffman & Co.); Hettemark, (Marianne Ohm); Ulla-Britt Gregermark (Malle Vogel); Jer-Sea of Sweden (P. & M. Distributors); Mellerud, Sangren (wooden clogs). By invitation. Coordinator and Commentator: Patricia Peterson. Publicity: Swedish Information Service, YU. 8-2900, Ext. 33.	CONSUL GENERAL OF SWEDEN	CONSUL GENERAL'S RESIDENCE (600 PARK AVE)
Thursday June 17 5:00 P.M. Cocktails	PREVIEW: 1965 FUR FASHIONS "The Fashionable Sound of Furs"--luxury furs, sport furs, and fur trims. For press and buyers, by invitation. Contact: Jess Chernak, PE. 6-4860.	FUR INFORMATION & FASHION COUNCIL	STATLER-HILTON HOTEL PENN-TOP
Friday June 18 10:30 A.M. Coffee	PRESS PREVIEW: FALL- WINTER BRIDAL FASHIONS Preview for the press of Fall-Winter bridal fashions. By invitation. (For Release, Mon., June 21.) Publ.: Jill Schoenbach, LO. 5-7950.	STERN'S	2ND FLOOR BRIDAL SHOP
Friday June 25 9:00 A.M. & 12:00 Noon	AMERICAN READY-TO- WEAR SHOWING Report-commentary: Mildred Finger. Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM

CONTINUOUS SHOWINGS--These Fall collections have opened.

- ARBE ORIGINALS Boutique separates, cashmere casuals, suits, by Dorothy Arden.
498 Seventh Avenue, 11th Floor, LW. 4-0220.
- BAITCH & CASTALDI. . . Fall coats and ensembles.
(BATALDI) 205 West 39th Street, 2nd Floor, LO. 4-6886.
- BARBERINI. Fall coats and suits.
(DIV.OF ORIGINALA) 512 Seventh Avenue, 13th Floor, PE. 6-2291.
- BRIARBROOK SUITS . . . Suits and costumes, designed by Stefan.
DESIGNED BY STEFAN 512 Seventh Avenue, 11th Floor, LW. 4-9000.
- CLARET ORIGINALS,INC.. Sportswear, casual dresses, import knits, by June Francis.
498 Seventh Avenue, 8th Floor, LO. 3-6126.
- DAVID CRYSTAL, INC.; . Fall collections--dresses; also suits.
DAVID CRYSTAL SUITS 498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- FASHION ELLE Fall suits and costumes, designed by Bill Giardiello. By Appt.
(DIV.OF RUDY & MANN) 512 Seventh Avenue, 11th Floor, LO. 3-0253.
- GAY GIBSON, INC. . . . "Gay Gibson does the London Look"--junior Fall collection.
1407 Broadway, 39th Floor, LO. 5-4211.
- SAMUEL A. FELL,INC.. . "Custom-Mannered Separates," designed by Rex Madsen.
499 Seventh Avenue, 17th Floor, WI. 7-2188.
- HARMON KNITWEAR. . . . Fall knitwear collection, designed by Rudi Gernreich.
530 Seventh Avenue, 20th Floor, 695-1617.
- HAYETTE INC. Junior collection by Hayette Inc., sportswear by Haymaker.
HAYMAKER 498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- SEYMOUR JACOBSON,INC.. Dresses, costumes, and gowns. By appointment.
530 Seventh Avenue, 8th Floor, CH. 4-3488.
- MARCH & MENDEL. . . . Rainwear collection, designed by John Weitz and Peter Conte.
512 Seventh Avenue, 21st Floor, LA. 4-7942.
- MR. GEE, INC. Fall collection, designed by Ruthanne Tuttle.
1407 Broadway, 25th Floor, WI. 7-8178.
- RAFAELIE, Dress and gown collection for Fall.
(FRANK LEONE,INC.) 530 Seventh Avenue, 20th Floor, LO. 5-3250.
- SAMUEL ROBERT,INC. . . Courreges designed leather and fabric collection. By appt.
1407 Broadway, 27th Floor, LA. 4-4562.
- SILLS & COMPANY. . . . Fall sportswear, designed by Bonnie Cashin. By appointment.
48 West 37th Street, 20th Floor, OR. 9-6996.
- ZACARI, LTD. Deanna Littell designs her first collection for Zacari.
1410 Broadway, 18th Floor, PE. 6-3650.

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